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CLAIMS

2 What is claimed is:

1        1. (Currently amended) A method of selecting and purchasing media advertising  
2        in a user/server environment accessed through a Web site using a media buying  
3        process, comprising the steps of:

4                an advertiser accessing a server system through a Web site and providing  
5        information relating to buying criteria and customer data through a Web page form in  
6        order to select and purchase media advertising;

7                the server system receiving the information, processing the information  
8        to select at least one media outlet from a plurality of available media outlets  
9        thereby causing said media buying process to have a reduced duration, and  
10        creating at least one media advertising rate request directed to the at least one  
11        media outlet;

12                transmitting the at least one rate request to at least one media outlet for  
13        processing;

14                the at least one media outlet processing the rate request and  
15        transmitting the processed rate request back to the server system;

16                the server system manipulating the processed rate request to create a  
17        media advertising schedule wherein the schedule is presented in a simplified  
18        format by applying a rating system to the schedule and creating numerical  
19        ratings and efficiency categories for the schedule;

20                transmitting the media advertising schedule to the advertiser;

21                the advertiser receiving the schedule, making a media advertising  
22        purchase decision and transmitting the purchase decision to the server system;  
23        and

24                the server system transmitting the media advertising purchase decision  
25        to the at least one media outlet for reserving the purchased advertising.

- 1        2. (Original) The method of claim 1, wherein the media advertising for selecting  
2        and purchasing is selected from a group consisting of radio, television, cable,  
3        newspaper and outdoor media.
- 1        3. (Original) The method of claim 1, wherein the information relating to the  
2        buying criteria is selected from a group consisting of advertising campaign type,  
3        media choice, customer profile, scheduling preferences, target demographics and  
4        allocated budget.
- 1        4. (Original) The method of claim 1, wherein the information relating to  
2        customer data is selected from a group consisting of company name, physical address,  
3        telephone/facsimile numbers, e-mail address, contact name and credit information.
- 1        5. (Previously amended) The method of claim 1, wherein processing of the  
2        information received from the advertiser includes feeding the information into media  
3        selection software for determining effective media choices and for ranking the media  
4        choices.
- 1        6. (Original) The method of claim 1, wherein the at least one rate request created  
2        includes information selected from the group consisting of flight period, dayparts,  
3        days of the week, excluded programming, excluded stations, category of advertiser,  
4        respond by date information, locations, and comments.
- 1        7. (Previously amended) The method of claim 1, wherein the processing of the  
2        rate request by the media outlet includes filling out a rate submission form on a Web  
3        page.
- 1        8. (Original) The method of claim 1, wherein the manipulation of the rate request  
2        by the server system includes creating a shell schedule based on the buying criteria,  
3        interfacing the shell schedule with audience rating and qualitative data and creating  
4        the schedule based on selected parameters.
- 1        9. Cancelled.

1        10. (Currently amended) A system for selecting and purchasing media advertising  
2        in a user/server environment accessed through a Web site, using a media buying  
3        process, comprising:

4                a server system accessible by an advertiser through a Web site in order  
5        to select and purchase media advertising, the server system comprising;

6                a receiving component for receiving information from the advertiser  
7        relating to the advertiser's buying criteria and customer data in order to  
8        process the information to select at least one media outlet from a plurality of  
9        available media outlets thereby causing said media buying process to have a  
10      reduced duration, and create at least one media advertising rate request  
11      directed to the at least one media outlet;

12               a media outlet transmitting and receiving component for transmitting  
13      the at least one rate request to at least one media outlet and for receiving at  
14      least one processed rate request from the at least one media outlet;

15               a schedule creating component for manipulating the processed rate  
16      request to create a media advertising schedule and for presenting the schedule  
17      in a simplified format by applying a rating system to the schedule and creating  
18      numerical ratings and efficiency categories for the schedule; and

19               an advertiser transmitting and receiving component for receiving and  
20      transmitting information to and from the advertiser in order to allow the  
21      advertiser to select and purchase media advertising.

1        11. (Original) The system of claim 10, wherein the media advertising for selecting  
2        and purchasing is selected from a group consisting of radio, television, cable,  
3        newspaper and outdoor media.

1           12. (Original) The system of claim 10, wherein the information relating to the  
2           buying criteria is selected from a group consisting of advertising campaign type,  
3           media choice, customer profile, scheduling preferences, target demographics and  
4           allocated budget.

1           13. (Original) The system of claim 10, wherein the information relating to  
2           customer data is selected from a group consisting of company name, physical  
3           address, telephone/facsimile numbers, e-mail address, contact name and credit  
4           information.

1           14. (Currently Amended) A server system for selecting and purchasing media  
2           advertising in a user/server environment accessed through a Web site using a media  
3           buying process, comprising:

4           a receiving component for receiving information from an advertiser  
5           relating to the advertiser's buying criteria and customer data in order to  
6           process the information to select at least one media outlet from a plurality of  
7           available media outlets thereby causing said media buying process to have a  
8           reduced duration, and create at least one media advertising rate request  
9           directed to the at least one media outlet;

10           a media outlet transmitting and receiving component for transmitting  
11           the at least one rate request to at least one media outlet and for receiving at  
12           least one processed rate request from the at least one media outlet;

13           a schedule creating component for manipulating the processed rate  
14           request to create a media advertising schedule and for presenting the schedule  
15           in a simplified format by applying a rating system to the schedule and creating  
16           numerical ratings and efficiency categories for the schedule; and

17                   an advertiser transmitting and receiving component for transmitting  
18                   and receiving information to and from the advertiser in order to allow the  
19                   advertiser to select and purchase media advertising.

1           15. (Original) The system of claim 14, wherein the server system is accessed through  
2           a Web site by the advertiser who provides information relating to buying criteria and  
3           customer data through a Web page form in order to select and purchase the media  
4           advertising.

1           16. (Original) The system of claim 14, wherein the media advertising for selecting  
2           and purchasing is selected from a group consisting of radio, television, cable,  
3           newspaper and outdoor media.